



New Jersey Department of Health and Senior Services Office of the State Epidemiologist

Comprehensive Tobacco Control Program

2006 Bidders Conference

Statewide Services for Tobacco Prevention and Treatment

Welcome

Laura Hernandez-Paine, Director



CTCP Management Staff

- **Janis Mayer-Obermeier, Manager Youth & School Program**
- **Karen Farrell, Interim Manager Community Partnership**
- **Uta Vorbach, Manager Research & Evaluation**
- **Edward Kazimir, Manager Treatment & Cessation**



Strategic Planning:

- Initiated December 2004: CTCP staff retreat
- Environmental scan
- CTCP Internal evaluation
- Analysis of Focus Groups and internal evaluation



CTCP Identified priorities for the next five years:

- Create strategic responses to recently approved Clean Indoor Air regulation
- Improved integration of all tobacco control services
- Customizing strategies for Hard-to-Serve populations
- Optimize Use of Program Evaluation and Research



CTCP Priorities: Impact

- RFP process
- Effective use of limited funds
- Change in CTCP programming



Rationale for Change in programming:

- To increase the opportunity for local customization on the county level
- To increase effectiveness in addressing disparities in service
- To increase local accountability
- To create a more efficient natural feeder system from middle school to high school youth programming.



Deadlines:

■ **Letters of Intent due: February 17, 2006**

■ **Proposals due: March 13, 2006**

■ **Send to:**

Laura Hernandez-Paine, Director

CTCP

120 S. Stockton St.

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Trenton, NJ 08625-0373



Community Partnership Overview

Presented by: Karen Farrell, Interim Manager
Community Partnership





Comprehensive Tobacco Control Program

Overall program goals:

- Decrease the acceptability of tobacco use among all people
- Decrease the number of youth under 18 and young adults 18 24 who start smoking
- Increase the number of people who start and complete treatment for nicotine dependence
- Decrease involuntary exposure to second hand smoke (both legally and socially)
- Reduce tobacco use among different population groups



Community Partnerships Recap

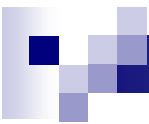
- Past five years the goal has been to promote clean indoor air within each NJ county
- Goal was addressed through the development of county coalitions
- Coalitions were successful in meeting this goal and bringing the issue of clean indoor air to the community level, policy makers, youth & school and the business community



Community Partnerships

Changing Directions

- Community health education programs
- Increase availability of smoke free environments thereby decreasing exposure to ETS
- Increase referrals to and usage of treatment services, specifically among disparate populations
- Increasing adherence to statewide laws and policies related to new legislation



Community Partnerships Funding Requirements

- Fund one (1) organization in every NJ county to provide community health education for tobacco prevention and treatment referrals services
- Funding shall not exceed \$80,000 per county **contingent on the availability of funds**
- Applicants may elect to merge resources with another county
- Multi-county agencies/partnerships will not exceed three (3) counties and funding shall not exceed \$240,000, **contingent on the availability of funds**



Community Partnerships Future Partners Cont'd.

- The merging of resources will not increase or decrease the chance of award
- All organizations will be expected to work with hard to reach populations as those defined on page 18 of the RFP
- All organizations will be expected to develop and implement creative activities to meet the CTCP's identified priorities, outcome and objectives
- Organizations will be required to establish strong working relationships and work in collaboration with other organizations throughout their county for in kind services to broaden the outreach capabilities



Youth and School Programs Overview

NJDHSS, CTCP Bidders Conference

Presented by: Janis Mayer- Obermeier, Manager
Youth and School Program



Comprehensive Tobacco Control Program



Primary Youth Programming Objective

To cultivate and develop New
Jersey youth advocates
who will serve as future
tobacco prevention leaders





CTCP Strategic Planning

CTCP strategic planning outcomes have indicated that our primary youth objective is attainable if both REBEL programs, community *and* school based, increase coordination and work toward a well defined, synergistic relationship.



Section I REBEL – REBEL 2

Changing Directions

■ The current program model:

- A statewide, youth empowerment model
- 2 different agencies implement REBEL and REBEL 2
- REBEL is implemented through 2 components: a community based component and a school-based component
- REBEL2 is implemented in schools only

■ New programmatic focus:

- Integration of county and school based programs
- One agency per county to implement both REBEL and REBEL 2
- Both programs will be implemented through the schools to effect change in both the schools and the county
- A county-based Youth Coordinator will recruit the schools and create county-wide opportunities and events to bring REBEL students together in community advocacy efforts
- Recruitment for both REBEL and REBEL2 will be facilitated by the school based advisors (a paid faculty/staff advisor)



Priorities for RFP Proposals

- **Membership recruitment for REBEL and REBEL2 will take place in the schools,** where youth spend most of their time and where educators work directly with students
- **County efforts will be focused on coordination, training, and facilitation of community/ county events and partnership building;** this is the natural expertise of county-based service providers
- **The proposed model will provide a connection and bridge between the REBEL2 middle school program and the REBEL high school program;** this will create a “feeder” system that will successfully transition REBEL2 students into their local high school REBEL programs



Grantee Expectations and Minimum Requirements*

Organizations must demonstrate they have the ability to implement:

□ **A “feeder” system:**

- A county based REBEL (high school) youth empowerment, tobacco prevention model focusing on changing social norms around smoking
- A county based REBEL 2 (middle school) peer education model focusing on tobacco prevention education in schools

□ **Training and Technical Assistance:**

- The ability to coordinate and train high school faculty/staff (high school and middle school based advisors) in student recruitment and retention techniques, tobacco education, media messaging, and advocacy skills in all high school chapters
- The ability to coordinate with the Training Service Agency for appropriate trainings

*Please see the RFP for a complete list and description of all expectations and minimum requirements



□ **Creation and Coordination of a County Youth Advisory Board:**

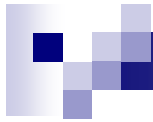
- Ensure representation of each High School Chapter to serve on a County Youth Advisory Board to plan county activities and promote unity
- Ensure 2 county representatives to be a “Voice” of local ideas and serve on the State Youth Advisory Board
- Support the State Council of 9 Executive Board election process
- Facilitate communication between the State Youth Advisory Board and NJDHSS

□ **Coordination of County Events:**

- Experience in coordinating biannual county events involving all county high school chapters to encourage county unity and transition REBEL2 students into REBEL

□ **Support of Statewide Events:**

- Ensure that the appropriate number of county students attend statewide events
- Facilitate and encourage active participation of school based advisors in statewide events



Section 2

Rebel U: Campus ROCS

Priorities for RFP Proposals

- ☐ Support and advocate for non smoking norms on colleges/university campuses by institutionalizing the REBEL U program



Grantee Expectations and Minimum Requirements

Organizations must demonstrate the ability to:

- ☐ Recruit a campus advisor who will ensure participation of Campus ROCS (REBEL Official College Staff) in required meetings and trainings
- ☐ Recruit college age young adults to become members of REBEL U and form a Campus ROCS group as a formal student organization
- ☐ Ensure that a state executive board will be created and have student representation from each campus organization



Section 3

Youth Cessation

Priorities for RFP Proposal

- Implement, track progress and evaluate a voluntary youth cessation program for high school students using a “train the trainer” model



Grantee Expectations and Minimum Requirements

Organizations must demonstrate the ability to:

- ☐ Recruit high schools and school based facilitators to provide a voluntary youth cessation program in high schools throughout the state each year
- ☐ Have the capacity to train and offer technical assistance support to school based facilitators in student recruitment and implementation of the cessation curriculum
- ☐ Have the capacity to coordinate follow up training to track the progress of the school advisors and youth cessation groups

Treatment Overview

Presented by: Edward Kazimir, Manager
Treatment & Cessation



Comprehensive Tobacco Control Program



TOBACCO DEPENDENCE TREATMENT

Goal of Providers

To provide face to face personal effective professional tobacco dependence treatment services.

■ Requirements

- 2 counselors (1 full time, 1 back-up) trained in the UMDNJ tobacco dependence treatment program
- Access to medical doctor
- Timely treatment either individually or in groups at the clients choice
- Ability to reach into the entire community to make them aware of the services: the goal is 20 new patients per month and a minimum caseload of 40 active cases at all times
- Effective treatment with 6 month cessation rates over 25%
- Support of the organization to provide cessation services

Training Overview

Presented by:

Karen Farrell, Uta Vorbach, Laura Hernandez-Paine and Janis Mayer-Obermeier



New Jersey Institute for Continuing Education in Tobacco, Youth and School Programs Training (REBEL, REBEL 2, REBEL U)

- CTCP seeks to ensure that partners have the necessary resources, tool, skills and knowledge to maintain high standards of practice
- Training is a key component for professional excellence
- CTCP is committed to establish a framework for continued professional education, youth and higher education training



NJ Institute for Continuing Education in Tobacco (NJICET)

- Goal of the institute is to increase the knowledge and skills of NJ tobacco control grantees/ advocates/interested parties, etc
- NJICET delivers comprehensive, professional development training and education programs
- NJICET is designed to be interactive, participant centered and facilitated by faculty with practical and academic expertise in related topics
- NJICET currently offers fifteen (15) different training modules (new modules are being developed to for implementation of new legislation)
- Each module is all inclusive (lecture materials, class activities, evaluation)
- NJICET materials will be loaned to the organization awarded this funding opportunity
- NJICET materials are exclusive property of the CTCP



Funding Opportunity

- Fund one (1) organization to provide NJICET and Youth and School programs training outlined in Focus Area D of the RFP
- Funding shall not exceed \$250,000 statewide, **contingent on the availability of funds**



Youth and Schools Program Training Components

- **The Youth and Schools Programs require the training agency to train and offer technical assistance to the County Youth Coordinator, school-based advisors, REBEL U: Campus ROCS/ advisors and students in tobacco education that include the following:**
- **Tobacco 101**
- **Tobacco 201**
- **Advocacy Skills**
- **Media Training**
- **Youth Empowerment**
- **Cultural Competency**
- **Group Facilitation**
- **Action Planning**
- **Leadership Skills**
- **REBEL Reading Mentoring Program and Curriculum**



REBEL Training

- The training agency will be responsible for **training and logistics** with the majority of the training session taking place in the 2nd quarter of the grant
- All County Youth Coordinators (21) and School based advisors (105 middle schools, 210 high schools, and 12 institutions of higher education will be trained
- Full and/or half day training sessions will be offered



REBEL Tobacco Learning Institute (RTLTI) Training

- The training agency will be responsible for:
 - ☐ **training only**
 - ☐ the training sessions will take place in November (the 2nd quarter of the grant)
- The training is a multi-day (3 days and 2 nights) program
- A minimum of eight students per county (168) and each of the county Youth Coordinators (21) will be trained
- There are a minimum of 13 trainers required for the RTLTI



REBEL2 Trainings

- The training agency will be responsible for:
 - **training only**
 - the majority of the training sessions will take place in the 2nd quarter of the grant
- REBEL 2 curriculum training provides a one day training and a one day follow up training designed to teach school based advisors how to utilize the REBEL 2 curriculum and implement the program
- The REBEL 2 one day summit occurs in the 3rd quarter of the grant and a minimum of 1050 students will be trained



REBEL U: Campus ROCS Training

- The training agency will be responsible for:
 - ☐ **training only**
 - ☐ the training sessions will take place in the 2nd quarter of the grant and one follow up training the 3rd quarter of the grant
- The training is a multi-day (4 days and 3 nights) program
- A minimum of sixty (60) REBEL U: Campus ROCS students and twelve (12) REBEL U : Campus Rocs advisors will be trained



Annual Grantee Meeting

- Two annual grantee meetings:
 - Plan and implement meetings in coordination with CTCP
 - Includes logistics, time frames, meals and presenters
 - Evaluation to be discussed and developed with CTCP staff

Evaluation Overview

Presented by: Uta, Vorbach, Manager
Research & Evaluation



Comprehensive Tobacco Control Program



Evaluation

- The CTCP Request for Proposal includes statewide outcome objectives for the areas of Treatment, Community Partnerships and Youth Services
- Statewide outcome objectives provide a framework to demonstrate some of the objectives that the CTCP is using as a measure through the year 2010.



Evaluation

- Applicants are expected to utilize these statewide outcome objectives and customize outcome and process objectives for the population and area of need that they propose to serve
- Objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Bound)



Example – Sample Program

- Sample Program

- A program to increase screening for sexually transmitted infections (STIs) among Rutgers University Students (living both on and off campus)



Example – Sample Outcome Objective Statement

- Sample Outcome Objective Statement:
 - By June 30, 2007, increase screening for chlamydia and gonorrhea within the RU population by 30% to achieve the goals of Healthy New Jersey 2010 to reduce the prevalence of chlamydia by 50% among people attending clinics



Example – Sample Process Objectives

- Within 3 months of the grant award, 20 peer health educators will be hired and trained to work on Project X
- By June 30, 2007, the online “hit” counter will indicate that there were at least 500 hits to the Project X website



Example – Sample Process Objectives

- By June 30, 2007, 15% of the RU student body will have called the Project X hotline
- Within 3 months of the grant award, a survey instrument will be developed to address the knowledge, attitudes and beliefs about the screening and treatment of chlamydia and gonorrhea



Evaluation Activities

- Data collection
- Data Management (quality control, data entry)
- Creating tools for data collection
- Writing reports (showing objectives were met)
- Using data from program management (determine effectiveness, make modifications, improve program)



CTCP and CDC Resources

- <http://www.state.nj.us/health/as/ctcp/research.htm>
- <http://www.cdc.gov/tobacco/stat-nat-data.htm>